

Shorr & Associates 1831 Chestnut Street Philadelphia, PA 19103

Contract	#	3317	91
		JJ 1	

**Schedule Dates** 09/19/12-09/24/12 Advertiser

Pol/J Inslee/D/Governor (16647) Shorr & Associates (2909)

Political - Federal Candidate (1067)

Political Candidate (18969) Salesperson Telerep/Washington DC, Washington DC (1040)

Sales Office Telerep/Washington DC **Buyer Name** D'ETTORRE, MICHAEL Phone/Fax

CPE **Account Types** National/Political

Agency

Product

Date:

Brand

Billing Type Standard Comments JAY INSLEE FOR GOV

JAY INSLEE FOR GOVERNOR, \*\*ALL SPOTS ARE 60 SECONDS\*\*

Seattle (KIRO) 09/17/12 09/20/12

Dana Dixon

06320073

Normal

15.00

\$7,236.00

\$41,004.00

No

**Date Entered** 

Last Modified

**Entered By** 

Headline #

Order Type

Package Deal

Commission %

Commission

**Net Total** 

Sales Tax

Date:

Comments:

CO-OP

Demo

By Broadcast Month Spots Sep. 2012 Grand Total:

28 \$48,240.00 28 \$48,240.00

Rate

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th	Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/19/12-09/21/12	3		5:58A- 7A (PST)	4	i		X	X	X	İ	. 4	\$910.00	\$3,640.00	Seattle (KIRO)	6AM NEWS	9/17/12
2.0	Normal Line / Spot	09/24/12-09/24/12	3	1:00	5:58A- 7A (PST)		1		 			İ	1	\$910.00	\$910.00	Seattle (KIRO)	6AM NEWS	9/17/12
3.0	Normal Line / Spot	09/22/12-09/23/12	3	1:00	5:30P- 6P (PST)				l I			1   1	2	\$1,100.00	\$2,200.00	Seattle (KIRO)	WKND NEWS	9/17/12
4.0	Normal Line / Spot	09/19/12-09/21/12	2	1:00	5:30P- 6P (PST)		1		1	1	1	i	3	\$1,700.00	\$5,100.00	Seattle (KIRO)	530PM NEWS	9/17/12
5.0	Normal Line / Spot	09/24/12-09/24/12	2	1:00	5:30P- 6P (PST)		1		i I			i	1	\$1,700.00	\$1,700.00	Seattle (KIRO)	530PM NEWS	9/17/12
6.0	Normal Line / Spot	09/19/12-09/21/12	2	1:00	7P- 7:27P (PST)				1	1	1	i	3	\$1,800.00	\$5,400.00	Seattle (KIRO)	ENT TONIGHT	9/17/12
7.0	Revised Line / Spot	09/24/12-09/24/12	2	1:00	7P- 7:27P (PST)		1		l I			j				Seattle (KIRO)	ENT TONIGHT	9/17/12
7.1	Normal Line / Spot	09/24/12-09/24/12	2	1:00	7P- 7:27P (PST)		2		l I			j	1	\$1,800.00	\$1,800.00	Seattle (KIRO)	ENT TONIGHT	9/18/12
7.1.1	Closed Preempt	09/24/12							i I			i I				Seattle (KIRO)	Advertiser Instructions/Spot	
8.0	Normal Line / Spot	09/19/12-09/21/12	2	1:00	11:35P- 12:35A (PST)	4	Ī		X	X	X	i	4	\$930.00	\$3,720.00	Seattle (KIRO)	D LETTERMAN	9/17/12
9.0	Normal Line / Spot	09/24/12-09/24/12	2	1:00	11:35P- 12:35A (PST)		1		i I		İ	i	1	\$930.00	\$930.00	Seattle (KIRO)	D LETTERMAN	9/17/12
10.0	Normal Line / Spot	09/19/12-09/20/12	2	1:00	11P- 11:35P (PST)				1	1		i	2	\$2,710.00	\$5,420.00	Seattle (KIRO)	11PM NEWS	9/17/12
11.0	Normal Line / Spot	09/22/12-09/22/12	2	1:00	11P- 11:35P (PST)		i		l L		ĺ	1	1	\$1,960.00	\$1,960.00	Seattle (KIRO)	SAT 11PM NEWS	9/17/12
	L	1	<u> </u>	1	CON	IFIF	RM	ΑТ	IC	N	CC	NT	RAC	T	I	l	I.	<u>-</u>

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

Accepted-Station:

Accepted-Agency/Advertiser:

Sho 183	rr & Associates 1 Chestnut Street adelphia, PA 19103	Inc. d Avenue /A 98121	Sched Adve Agen Produ Branc Sales Sales Buyer Phono CPE Accou	uct	931791 09/19/12-09/2 Pol/J Inslee/D/ Shorr & Associa Political - Fede Political Candid Telerep/Washin Telerep/Washin D'ETTORRE,MI / N/A National/Politic Standard JAY INSLEE FOR JAY INSLEE FOR	Gover ates (2 ral Car late (1 ngton ngton CCHAE al	2909) Indida 18969 DC, V DC	te (10 ) Washir	67) ngton D		Laa Err CCC Hee Do Oo Paa Ccc Ccc No Saa	ate Enter ast Modi intered B O-OP eadline e emo rder Typ ackage I commissi commissi et Total ales Tax	# 00  # 00  pe N  Deal  ion % 1  ion \$	9/17/12 9/20/12 ana Dixon 0 5320073 lormal 5.00 7,236.00		Seattle (KIRO) By Broadcast Month Sep. 2012 Grand Total:	<u>Spots</u> 28 28	**Rate** \$48,240.00  \$48,240.00
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Line	Line Type / Break Type (Ref #)	Dates	Sec L	Length	Run Times	SPW	Мо	Tu \	We Th	Fr Sa	Su	Spots	Rate	Total	, 	Station	Comment	s Entere
	Line Type / Break Type (Ref #)  Normal Line / Spot	Dates 09/23/12-09/23/12	Sec L		- CBS SUNDAY	SPW	Мо	Tu \	We Th	Fr Sa	Su 1	Spots 1	Rate \$1,960.0		Seattle (KIR		Comment IN MORN	s Entere 9/17/12
12.0	,, , , , , ,			1:00 6:57A	- CBS SUNDAY IING	SPW	Мо	Tu \	We Th	Fr Sa		Spots 1			Seattle (KIR	O) SU		
12.0	Normal Line / Spot	09/23/12-09/23/12		1:00 6:57A- MORN 1:00 7:58P-	- CBS SUNDAY IING	SPW	Mo	Tu \		Fr Sa		Spots 1		\$1,960.00		O) SU O) BI	IN MORN	9/17/12
12.0 13.0	Normal Line / Spot Revised Line / Prime	09/23/12-09/23/12 09/20/12-09/20/12		1:00 6:57A- MORN 1:00 7:58P-	- CBS SUNDAY IING - 9P (PST) - 60 MINUTES	SPW	Mo	Tu \			1	Spots 1 1 1	\$1,960.0	0 \$1,960.00 0 \$10,000.00	Seattle (KIR	O) St O) BI O)	IN MORN	9/17/12 9/17/12
12.0 13.0 13.1 14.0	Normal Line / Spot Revised Line / Prime Normal Line / Prime	09/23/12-09/23/12 09/20/12-09/20/12 09/23/12-09/23/12		1:00 6:57A- MORN 1:00 7:58P- 1:00 6:57P- 1:00 6P- 6:	- CBS SUNDAY IING - 9P (PST) - 60 MINUTES 30P (PST) P- CBS FALL PREVIEW	1	Mo	Tu \	1		1	Spots 1 1 1 1 1	\$1,960.0 \$10,000.0	0 \$1,960.00 0 \$10,000.00 0 \$1,700.00	Seattle (KIR	O) SL O) BI O) 53	IN MORN G BANG	9/17/12 9/17/12 9/18/12
12.0 13.0 13.1 14.0 15.0	Normal Line / Spot Revised Line / Prime L Normal Line / Prime Normal Line / Spot	09/23/12-09/23/12 09/20/12-09/20/12 09/23/12-09/23/12 09/20/12-09/21/12		1:00 6:57A- MORN 1:00 7:58P- 1:00 6:57P- 1:00 6P- 6: 1:00 11:35f SHOW	- CBS SUNDAY IING - 9P (PST) - 60 MINUTES 30P (PST) P- CBS FALL PREVIEW	1	Mo	Tu \	1	X	1	Spots 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	\$1,960.0 \$10,000.0 \$1,700.0	0 \$1,960.00 0 \$10,000.00 0 \$1,700.00 0 \$870.00	Seattle (KIR Seattle (KIR Seattle (KIR	O) SU O) BI O) 53 O) 53	IN MORN G BANG	9/17/12 9/17/12 9/18/12 9/18/12

**CONFIRMATION CONTRACT** 

Comments:

Date:

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Accepted-Station:

Date:

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